

# 4 Where will Fitchburg grow?

This chapter of the Plan addresses State of Wisconsin statutory requirements for the land use, intergovernmental cooperation, and implementation elements of a comprehensive plan.

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# Land Use

This section includes:

1. **Land Use Data**

- **Hard Data:** What is the current and future state of the City’s land use?
- **Community Input:** What are people saying about the City’s land use?
- **City Plans and Policies:** What existing plans and policies impact the City’s land use?

2. **Land Use Themes:** How does the data inform the City’s land use goals?

3. **Land Use Policy Framework:** What are the City’s land use goals and how will they be achieved?

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## Land Use Data

Land use data presented includes the following:

1. **Hard Data**

- Existing land use
- Land use trends
- Land use projections

2. **Community Input:** Summary of land use input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact land use in the City



## Hard Data

Map 4.1: Existing Land Use

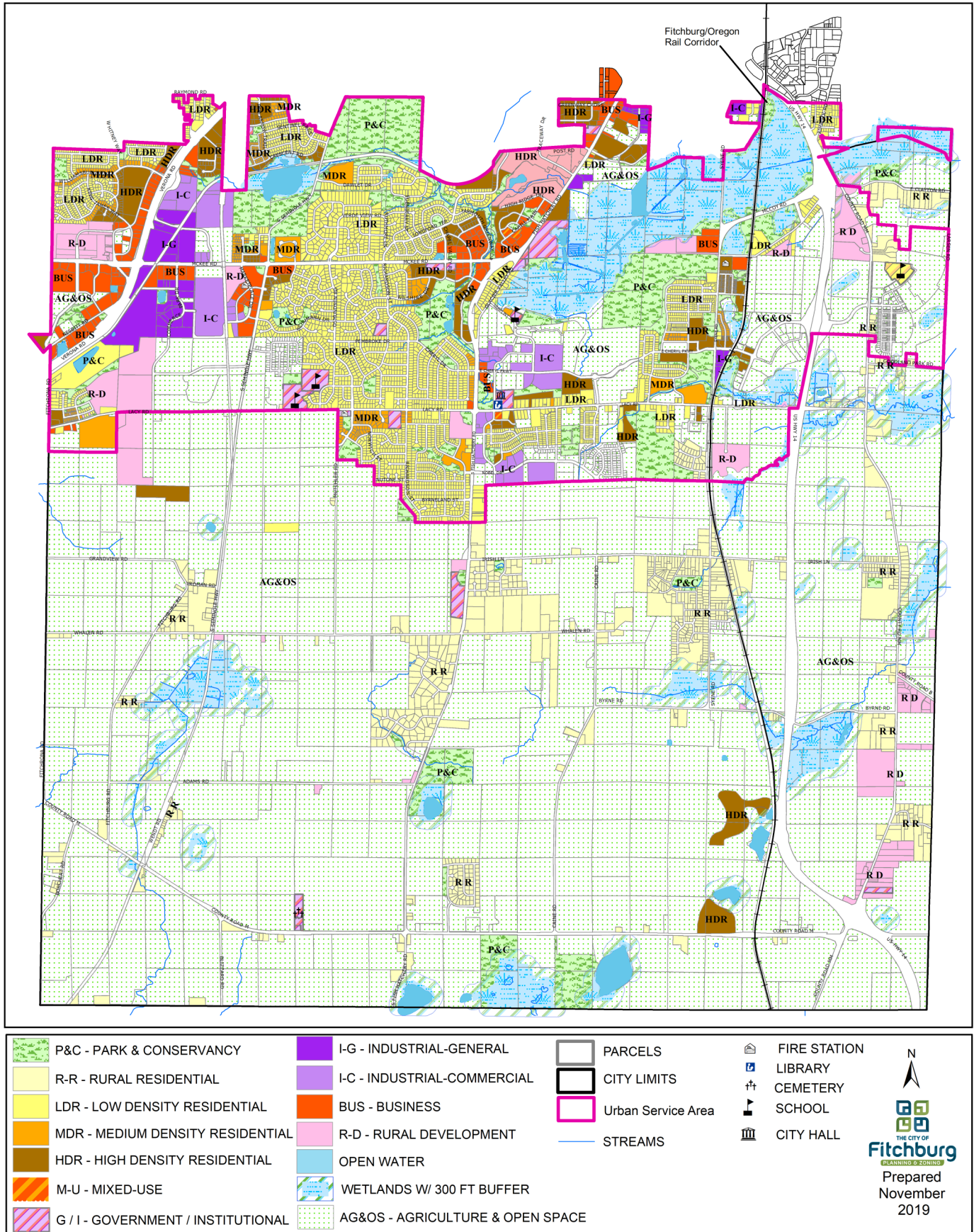


Figure 4.1: Land Use Trends—2009 to 2019

Land Use Category	2009	2009	2019	2019	Change: 2009-2019	Change: 2009-2019
	Acres	Percent	Acres	Percent	Acres	Percent
Developed						
Residential	2,672.9	42.8%	2,830.2	42.4%	138.4	-0.4%
Single-Family	2,198.3	35.2%	2,274.3	34.1%	64.2	-1.1%
Two-Family	107.7	1.7%	125.3	1.9%	17.2	0.2%
Multi-family	366.9	5.9%	430.6	6.5%	57.0	0.6%
Commercial	479.1	7.7%	522.4	7.8%	37.3	0.2%
Industrial/Extractive	583.3	9.3%	663.8	9.9%	80.5	0.6%
Transportation, Communications, Utilities	234.1	3.7%	238.2	3.6%	3.4	-0.2%
Street Right of Way	1,632.0	26.1%	1,720.5	25.8%	88.5	-0.4%
Institutional	297.6	4.8%	314.3	4.7%	17.1	-0.1%
Recreation	345.2	5.5%	367.8	5.5%	22.6	0.0%
Stormwater (Outside Environmental Corridor)	NA	NA	17.1	0.3%	17.1	NA
Developed Total	6,244.2	100%	6,674.3	100.0%	430	NA
Undeveloped						
Woodlands/Open Space/Vacant	4,890.2	30.3%	4,642.3	29.6%	222.8	-0.7%
Crop and Pasture	11,226.2	69.7%	11,044.3	70.4%	181.9	0.7%
Undeveloped Total	16,116.4	100.0%	15,686.6	100.0%	-430	NA
Water	144.9	100.0%	144.9	100.0%	NA	NA
TOTAL - Developed, Undeveloped, and Water	22,506	NA	22,506	NA	NA	NA

Source: City of Fitchburg Building Permits

**Figure 4.2: Land Use Projections\***

Land Use Category	2020-2025	2025-2030	2030-2035	2035-2040	2020-2040
	Acres	Acres	Acres	Acres	Acres
Residential	175.0	175.0	175.0	175.0	700.0
Commercial and Industrial	91.0	91.0	91.0	91.0	364
Communications, Utilities, and Institutional	14.0	14.0	14.0	14.0	56.0
Street Right of Way	66.0	66.0	66.0	66.0	264.0
Stormwater	13.5	13.5	13.5	13.5	54.0
Parks and Recreation	84.5	84.5	84.5	84.5	338.0
<b>Total</b>	<b>269.0</b>	<b>269.0</b>	<b>269.0</b>	<b>269.0</b>	<b>1,776.0</b>

\*Assumes 2,454 new housing units over a 10-year period, per the City's Housing Plan, at 7 housing units per acre.

## Community Input

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The following summarizes land use input gathered from the community, including City committees, via a public opinion survey and public meetings:

- Maintain rural/urban balance
- Proactively identify areas for growth and development
- Maintain and develop parks and open space, and paths/trails
- Take advantage of proximity to Madison
- Develop city “center” and create identity
- Re-invest/re-develop in northern neighborhoods, including development of neighborhood centers
- Create walkable “mixed use” neighborhoods that have a diverse resident demographic and affordable housing
- Develop “entertainment” areas (social-gathering places, restaurants, etc.)
- Identify additional lands for industrial development
- Reduce pace of multi-family residential development
- Create more stringent development review standards
- Allow more flexibility to alter land use plans
- Develop land adjacent to major corridors in a more “urban” form

## City Plan & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact land use in the City:

Neighborhood Plans (See Appendix A)

Re-development and Corridor Plans

Housing Plan (Adopted: 2019)

City in Motion (Adopted: 2018)

Healthy Neighborhoods Initiative (Adopted: 2019)

Agriculture Plan (Adopted: 2017)

Parks, Open Space, and Recreation Plan (Adopted: 2016)

Bicycle and Pedestrian Plan (Adopted: 2017)

Zoning Ordinance (Chapter 22)

SmartCode Ordinance (Chapter 23)

Land Division Ordinance (Chapter 24)

Plan Commission

Agriculture and Rural Affairs Committee

Zoning Board of Appeals

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## Land Use Themes

The following identifies common land use themes as gleaned from analysis of the various land use data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### Healthy Neighborhoods

The City should work towards developing and maintaining “healthy” neighborhoods that consist of quality, diverse housing, adequate gathering/social spaces, and horizontal and vertical land use “mixing” offering live/work/play options with multi-modal access options, and attractive streetscapes.

### Major Corridors & Gateways

The City should develop or re-develop its major corridors, or gateways, in a manner that recognizes their geographical significance and potential economic value and “place-making” capacity.

### Districts & Nodes

The City should continue to utilize a strategic, unified approach to develop and market/brand the various districts, or nodes, in the City.

### Land Acquisition & Site Assembly

The City should explore land acquisition and development partnerships, as a means to spur additional re-development and new development in specific, appropriate locations.

### Agriculture

The City should continue to preserve land for agricultural production, and support various sectors of the agricultural economy, including both cash crop (corn and soybeans) and those commodities and activities that enhance the local food system.

### Water

The City should develop its land base in a manner that maintains required water quality standards and minimizes stormwater runoff impacts in the region.

## Land Use Themes

### Communication

The City should continue to actively engage with landowners and private development interests to encourage quality and appropriate development in a timely manner that reflects market demands and trends, and achieves the goals of all parties.

### Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to encourage quality and appropriate development in a timely manner that reflects market demands and trends, and achieves the goals of all parties.

### Incentives

The City should continue to utilize Tax Incremental Financing (TIF) and other mechanisms as incentives to encourage re-development and new development in specific, appropriate locations.



## Land Use Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Land Use from 2020 to 2030., including the following:

- 1. Growth Principles
- 2. General Land Use Policy
- 3. Goals, Objectives, & Policies

### Growth Principles

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### General Land Use Policy

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The following sub-sections identify the overarching land use policies that guide land use in the City:

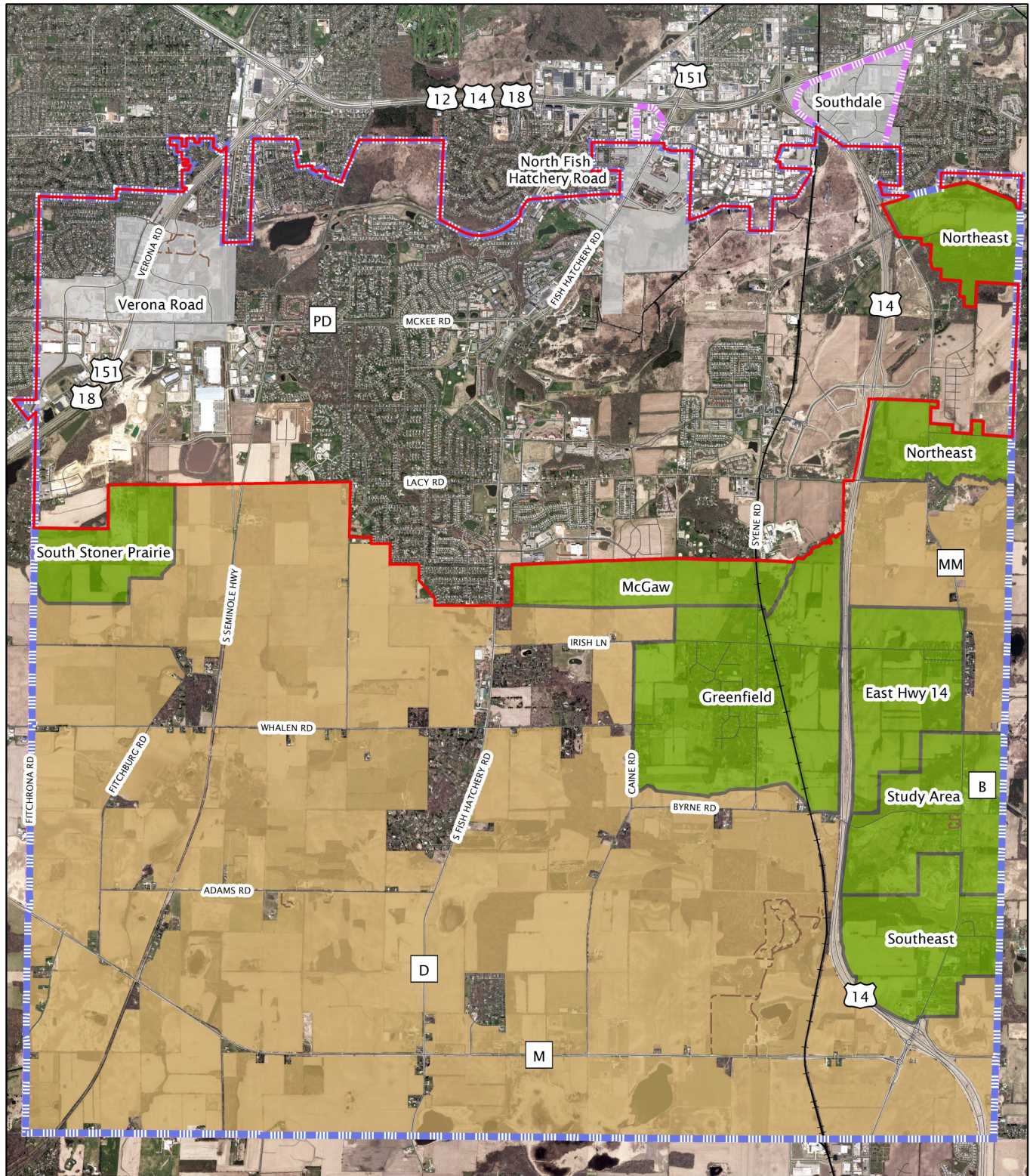
- 1. Growth Zones
- 2. Future Land Use Map
- 3. Sector Plan Map
- 4. Urban Development
- 5. Rural Development
- 6. Extraterritorial Planning Areas
- 7. Extraterritorial Conflict Areas

### Growth Zones

The City’s land base is unique, consisting of “urban”, “suburban” and “rural” land uses. As such, the City has identified three growth zones (Map 4.2), to accommodate future development, that recognize the uniqueness of its land base. These zones are distinct in their location and characteristics, and similarly have specific policies that are applicable to each of them. These policies are identified in the Policy Framework section in this Chapter. The growth zones are identified as Greenfield, Grayfield, and Farmfield, and are further identified in the following pages.



Map 4.2 Growth Zones



- Grayfield Growth Zone
- Greenfield Growth Zone
- Farmfield Growth Zone
- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail

Additional lands not shown on the map, in the City's urban service area but not in a grayfield growth zone, are also available for growth. These areas are to be designated within the greenfield growth zone.



Source: City of Fitchburg, Dane County LIO



**Greenfield**

This growth zone, also known as Future Urban Development Areas (FUDA) and categorized as neighborhoods\*, consists of undeveloped lands, often in agricultural use, located at the edge of the City’s developed areas outside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

The City currently has 2,383 acres in this growth zone, in seven separate FUDA’s, as follows:

**Northeast Neighborhood (242 acres)**

The Northeast Neighborhood is generally bounded by Nine Springs Creek on the north, US Highway 14 of the west, The Town of Dunn to the east, and Swan Creek to the south. There are two major natural resources within this neighborhood, the Nine Springs Creek and associated wetlands in the north and Swan Creek and associated wetlands in the south.

**McGaw Park Neighborhood (299 acres)**

The McGaw Park Neighborhood is generally bounded by the January 2004 USA Boundary and Lacy Road to the north, the January 2004 USA Boundary to the west, Swan Creek and US Highway 14 to the east, and the center of the existing power line easement to the south. The major natural resources within this neighborhood are Swan Creek and associated wetlands located east of Syene Road.

**Greenfield Neighborhood (596 acres)**

The Greenfield Neighborhood is generally bounded by the North McGaw Neighborhood and Swan Creek to the north, Caine Road to the west, State Highway 14 to the east, and Murphy Creek to the south. There are two major natural resources within this neighborhood, the Swan Creek and associated wetlands in the north, Murphy Creek and associated wetlands in the south and an isolated wetland in the center.

\*All FUDA neighborhood acreages are exclusive of mapped natural resources, buffers, and parcels less than 5 acres. A detailed site analysis and wetland delineation may increase the amount of natural resources within a neighborhood.

**East Hwy 14 Neighborhood (353 acres)**

The East Hwy 14 Neighborhood is generally bounded by State Highway 14 to the west, a line approximately 1,300 feet north of Irish Lane to the north, Highway MM to the east and the separation of gravity flow sewer to the south. Major natural resources within the neighborhood include two isolated wetlands along with Murphy Creek and associated wetlands to the far south and east.

**Southeast Neighborhood (344 acres)**

The Southeast Neighborhood is generally bounded by State Highway 14 to the west, the separation of gravity flow sewer to the north, the Town of Dunn to the east, and State Hwy 14 and the separation of gravity flow sewer to the south. There are no major resources in this neighborhood; however, a major wetland lies to the northwest of the neighborhood.

**South Stoner Prairie Neighborhood (276 acres)**

The South Stoner Prairie Neighborhood is generally bounded by the January 2004 USA and Lacy Road to the north, a line approximately 2,000 feet west of S. Seminole Hwy to the east, the Town of Verona to the west, and a line approximately 1,300 feet north of Grandview Road to the south. The South Stoner Prairie Neighborhood boundary may be moved to the east boundary of the north one-half of section 18 if it can be shown that this land area can obtain gravity sanitary sewer service by sewer lines serving the South Stoner Prairie area. When making a decision as to whether or not to include this area, the Plan Commission and Common Council are to also assure that the area poses no conflicts with other principles outlined in the Comprehensive Plan, especially R-30-07. There are two unnamed streams in the southern portion of this neighborhood.

**Study Area Neighborhood (273 acres)**

The Study Area Neighborhood falls within an area that currently cannot be serviced by gravity flow sewer. The neighborhood is generally bounded by State Highway 14 to the west, East Hwy 14 Neighborhood to the north, the Town of Dunn to the east and the separation of gravity flow sewer to the south. The major natural resource is Murphy Creek and associated wetlands in the west and north. Because of one natural resource, existing transportation corridors (County Highways MM & B) and its location between two future development areas, this location needs to be further planned to determine how it should be handled in the future. Planning of this area will occur with either or both East Hwy 14 or Southeast Neighborhoods.

Grayfield

This growth zone consists of lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

The City currently has 850 acres\* in this growth zone, in 3 separate areas, as follows:

**North Fish Hatchery Road Area (228 acres)**

This area is in the City’s north-central portion, corresponding to the boundary identified in the North Fish Hatchery Road Opportunity Analysis. This area provides significant opportunities for commercial and residential development. Existing multi-family residential uses in this area may potentially provide opportunities for rehabilitation or expansion.

**Verona Road Area (427 acres)**

This area is in the City’s northwestern portion, corresponding to the boundaries identified in the City’s Arrowhead and Anton Drive Redevelopment Plans. This area provides significant opportunities for commercial, residential, and industrial development. Existing multi-family residential uses in this area may potentially provide opportunities for rehabilitation or expansion.

**Southdale Area (195 acres)**

This area, located adjacent to County Highway MM, just south of U.S. Highway 12/18 (Beltline), is currently in the Town of Madison and will become part of the City in 2022. This area provides significant opportunities for commercial and industrial development. Existing residential uses in this area may potentially provide opportunities for rehabilitation or expansion. The City has approved creation of a Town Tax Increment District for a large portion of this area, subject to City approval of a comprehensive development plan.

\*Not all acreage within grayfield growth zones is available for development.

Farmfield

This growth zone consists of lands planned for agriculture outside of the urban service and not within a FUDA. This growth zone is intended to accommodate agriculture and associated development, including both cash crop production and production that enhances the local food system.

## Future Land Use Map

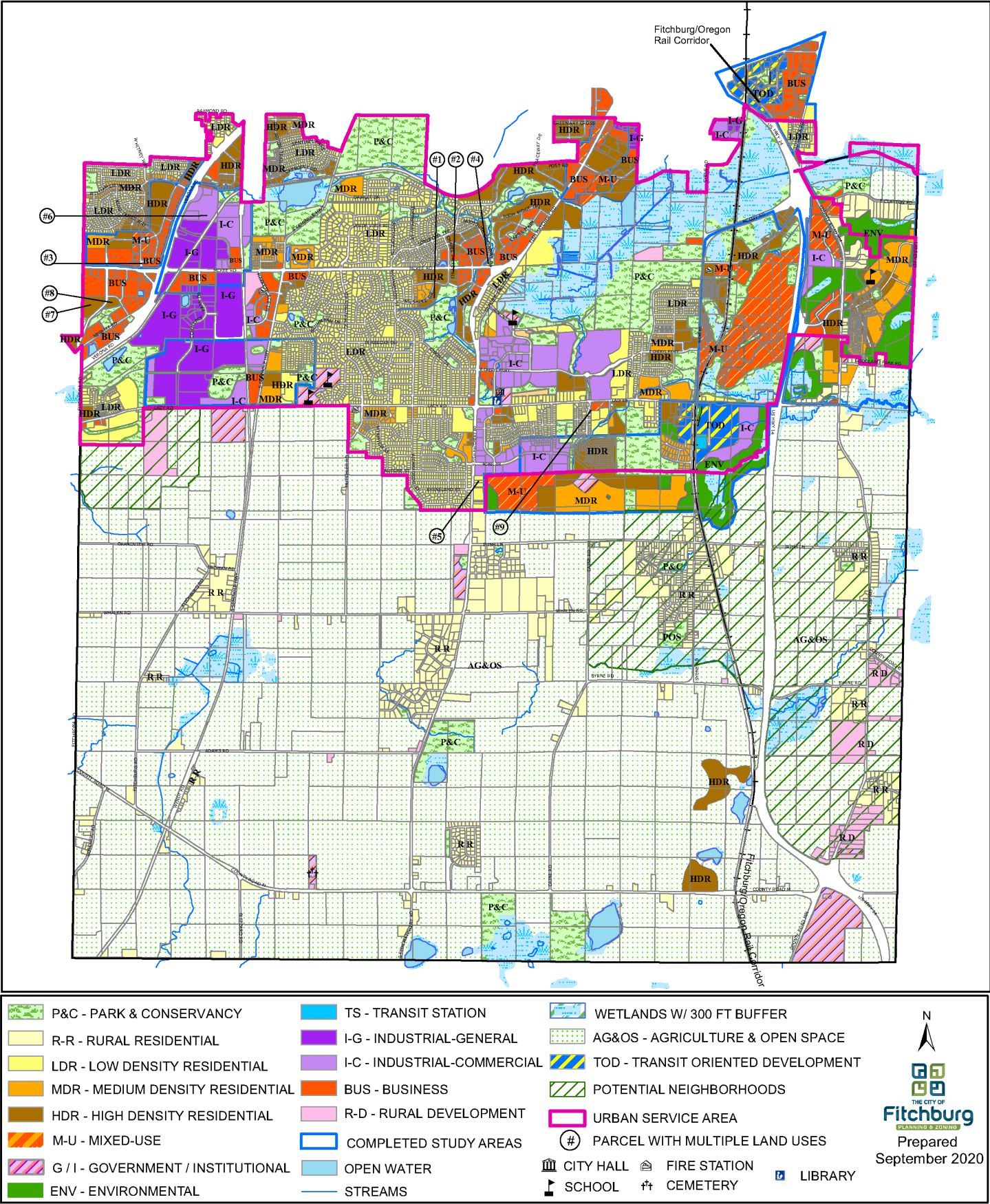
The Future Land Use Map is a general illustration of Plan policies not intended to reflect every policy direction. It is to be used as a guide for future development for lands utilizing City Zoning (except the SmartCode District). It is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to coordinate and manage future development of the City.

Changes from the existing land use map to realize the future land use pattern may occur if and upon requests for rezoning, land divisions, conditional use permits, or other development approvals in accordance with appropriate phases as determined by the City.

Currently land uses that differ from the Map, and which are under administrative review for expansions or alterations will be reviewed in regards to the following applicable policies to determine the precise land use potential of any site. In addition, certain proposed uses as shown may see their location, size and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas, and land divisions. It is not the intent to require an amendment to the Comprehensive Plan and the Map for any alterations that may occur as a result of more detailed planning or mapping errors.

As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, stormwater management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Map to completely identify each of these facilities therefore, they may occur in most any land use category described by this Chapter.

Map 4.3: Future Land Use





## Future Land Use Map—Notes

Eight areas may be considered for an alternate land use than what is currently identified on the Future Land Use Map or other special considerations may apply.

1. First, in lots 53 & 54 Chapel Valley which is designated High Density Residential (HDR) may be considered appropriate for Medium Density Residential (MDR) land use levels.
2. The second area is lot 1 CSM 4905 which is currently designated as High Density Residential (HDR), but may see land uses more appropriate with the Business (BUS) classification, provided that any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road to which it is most closely linked.
3. The third area is the existing Fire Station #2 site, lot 1 CSM 6539, which currently is designated as Government/Institutional (G/I), but upon vacation of the fire/EMS use may be considered for a use consistent with the Business classification.
4. The fourth area is an existing single family house on lot 16 Forsynthe Downs (east of Yarmouth Greenway, and north of McKee Road). The site is currently designated Park & Conservancy, but may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users.
5. The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, which currently are designated Low Density Residential, provided that development shall not occur until sole access is provided on either Nobel Drive or Research Park Drive.
6. The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses.
7. The seventh area is Lot 10 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Mixed-Use (M-U).
8. The eighth area is Lot 12 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Business (BUS).
9. The ninth area includes Lot 1 CSM 14487, Lot 2 CSM 14487, and a portion of Lot 1 CSM 3060, which is currently designated either Mixed-Use or Low Density Residential with an allowable density range of 2-5 dwelling units per acre.

Future Land Use Map Categories

**Rural Residential (R-R)**

The Rural Residential category includes existing single-family detached dwelling unit structures located outside the current urban service area in rural subdivisions. Minimum lot sizes for these unsewered lots are one acre per single-family unit. Rural Residential falls in the Rural Density Zoning District (R-R) and the Low Density Zoning District (R-L).

**Low Density Residential (LDR)**

This category includes single-family detached dwelling unit structures located inside the current urban service area along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from two to five housing units per acre. Low Density Residential falls in the Low Density Zoning District (R-L), Low to Medium Density Zoning District (R-LM), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

**Medium Density Residential (MDR)**

This category includes two-family housing, some multi-family housing and limited single-family housing along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from five to nine housing units per acre. Medium Density Residential falls in the Medium Density Zoning District (R-M), the High Density Zoning (R-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

**High Density Residential (HDR)**

All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. Additional density categories that comply with HDR as described may be specified and adopted into the Comprehensive Plan through a neighborhood planning process. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).



**Mixed Use (M-U)**

This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. In some instances, based on the Plan Commission's discretion, stand alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

**Government/Institutional (G/I)**

This category includes the City Hall, Community Center, Police Station, Fire Stations, Public Works Facilities and potential Library, along with future public centers. This falls under the General Business Zoning District (B-G). However, many zoning districts and land use categories accommodate government and private utility uses. Educational and religious facilities may be acceptable in some G/I designated areas, and could use residential zoning classifications, or as allowed by Professional-Office Zoning District (B-P) or the General Business Zoning District (B-G).

**Business (BUS)**

This category includes office buildings, office-showrooms, warehouses, and light industrial buildings that offer retail trade or services for individuals or businesses. In the zoning ordinance, business falls in the Professional Office Zoning District (B-P), the General Business Zoning District (B-G), the Highway Business Zoning District (B-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). As planning becomes more detailed through Comprehensive Development Plans or other City planning activities, the business areas will become more refined as to which zoning district uses are accepted by the City. The City may also require the owner to limit or eliminate some allowable uses.

**Industrial Commercial (I-C)**

This category is for an aesthetically attractive working environment for offices, research and development institutions, specialized manufacturing, biotechnology businesses, banks and financial institutions, and accessory uses (educational/training centers, day care centers, restaurants, etc.) that are tailored to serve the workers within the district. Industrial-Commercial falls in the Specialized Industrial Zoning District (I-S), the Professional Office Zoning District (B-P), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The General Business Zoning District (B-G) may be acceptable for office and financial institutions.

**Industrial General (I-G)**

This category includes areas that are predominantly industrial in character. Industrial includes light manufacturing, transportation, assembly and wholesaling operations, and a limited number of retail and service establishments. In the zoning ordinance, Industrial-General falls in the General Industrial Zoning District (I-G), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The Highway Business Zoning District (B-H) may be acceptable for some light industrial or related uses.

**Rural Development (R-D)**

This category includes single family housing, utility substations, existing quarries, and commercial uses that have developed in rural areas, but is mainly intended for commercial uses that support agricultural production. In the zoning ordinance, Rural Development falls in the Rural Development Zoning District (RD), the Exclusive Agricultural Zoning (A-X), and the Small Lot Agriculture Zoning (A-S). As of October 12, 2010, no property shall be rezoned to the R-D district. Some pre-established uses under other zoning districts may be found in the R-D classification.

**Parks & Conservancy (P&C)**

This category includes public parks, open water, DNR wetlands, major private open spaces and public recreation and open spaces such as playfields and golf courses.. In the zoning ordinance, Park & Open Space falls in the Park and Recreation Zoning District (P-R).

### Completed Study Areas

These areas have gone through a public planning process to produce a neighborhood plan, redevelopment plan, or aesthetic improvements plan which will help guide future development within these areas.

### Potential Neighborhood Study Areas

Through a rigorous study, the City identified these areas as the long term (50 plus year) growth boundary for the City. Prior to urban development and services being extended to these areas, the identified neighborhoods must go through the Neighborhood Planning process and be approved by the Capital Area Regional Planning Commission (CARPC) for urban extension.

### Environmental Corridors

Environmental corridors and buffers serve to better protect and possibly enhance biological and water quality components of streams, wetlands and their related habitats.

- Land uses allowed within the established environmental corridors or buffers shall generally follow guidelines established by CARPC.
- It is not the intent of the environmental corridors or buffers to prevent or obstruct the necessary maintenance, expansion or construction of storm water management facilities (such as retention or detention ponds or infiltration basins), major underground utilities or major transportation facilities which serve to provide system continuity or are necessary to serve areas outside of the corridors. Encroachment into the buffers should be limited, with high-level erosion control and native vegetation restoration.
- In addition, park shelters, access structures and recreation trails may be allowed. If there is a trail in a buffer, at the minimum 75-foot width, the trail should be located as far from the wetland as practicable. Park shelters should not be located in the 75-foot minimum width buffer. However, in buffers of 300 feet or more in width such facilities are to be located to not cause damage to the wetland, and, where practicable, be at least 150 feet from the wetland edge. Depending upon the number and extent of utility easements or facilities for a particular buffer, its width may need to be increased to appropriately handle the easements or facilities and the effects to the natural resources that the easements or facilities may have.
- Agricultural production is allowed within the corridor, but it is preferred that the activity be organic. In the urban service area the City may require organic agriculture with the level of organic agriculture determined by the Resource Conservation Commission. Appropriate filtration strips for agriculture practices are to be put in place.

**Environmental Corridors**

- In urban areas, it is strongly suggested that as development near the buffer occurs, the first 100 feet at a minimum of a 300 foot or greater wetland buffer be native vegetation, such as prairie grass with related oak openings. Buffers at 100 feet or less in width are encouraged to use native vegetation throughout the buffer area as long as it does not conflict with other facilities. Existing woodlots within the buffer are to remain with enhancement encouraged by removal of invasive species and other forest management methods.
- New residential, commercial or industrial land uses and their related facilities (such as decks, patios, swimming pools, hard surface sport areas, parking lots, driveways and the like) shall not be located within an environmental corridor or buffer zone and any disturbance of natural vegetation kept to a minimum, with native vegetation restoration encouraged. The Plan Commission, in approval of plans for a property, will consider allowable buffer uses and may require restoration to greater levels than those noted in this plan.

For wetlands outside of the current urban service area the environmental corridors may be altered by action of the Plan Commission and Resource Conservation Commission, where the following minimum criteria are met:

- a. The minimum 300-foot buffer zone may be reduced to a minimum of 100 feet for wetlands that: are isolated wetlands not related to a navigable or non-navigable stream, a pond, or lake or is a wetland area that is not an alteration of or relevant to a wetland shown in Map 4.3
- b. The minimum 300-foot buffer zone may be reduced to as low as 75 feet if the wetlands meets (a.), above, and is also a degraded or farmed wetland. Degraded shall mean that over 90% of the surface cover of the wetland consists of invasive species as identified by the WDNR or was replaced by agricultural crops. In exchange for a reduced buffer, it is expected that the wetland will be restored, particularly in an urban situation. If the wetland is restored it is not expected that the buffer will be increased due to the restoration.
- c. Current (2007) buildings and farmsteads and the immediately related lawn or use areas are to be excluded form the buffer areas. Any new building within the excluded area is to be at least 75 feet from a wetland. Any replacement construction is to be at least 75 feet from a wetland, unless such a distance provides a unique hardship.
- d. The minimum 300-foot environmental corridor or buffer may be increased where the wetland contains unique, threatened or endangered species or community such as, but not limited to, shrub carr, southern sedge meadow, or calcareous fen. Or, it is a wetland that is related to or part of a stream or lake complex that is upstream of a wetland complex that contains a unique, threatened or endangered species or community.

## Sector Plan Map

The Sector Plan Map (Map 4.4) is comprised of open space and possible growth areas. The map is to be used as a guide for future development and preservation locations to be zoned under the SmartCode District. Growth areas are intended for the development of Community Units and Transect Zones defined by the Articles within the SmartCode District.

Determination of sector designations were identified (and should be followed for any amendments) in the following sequence:

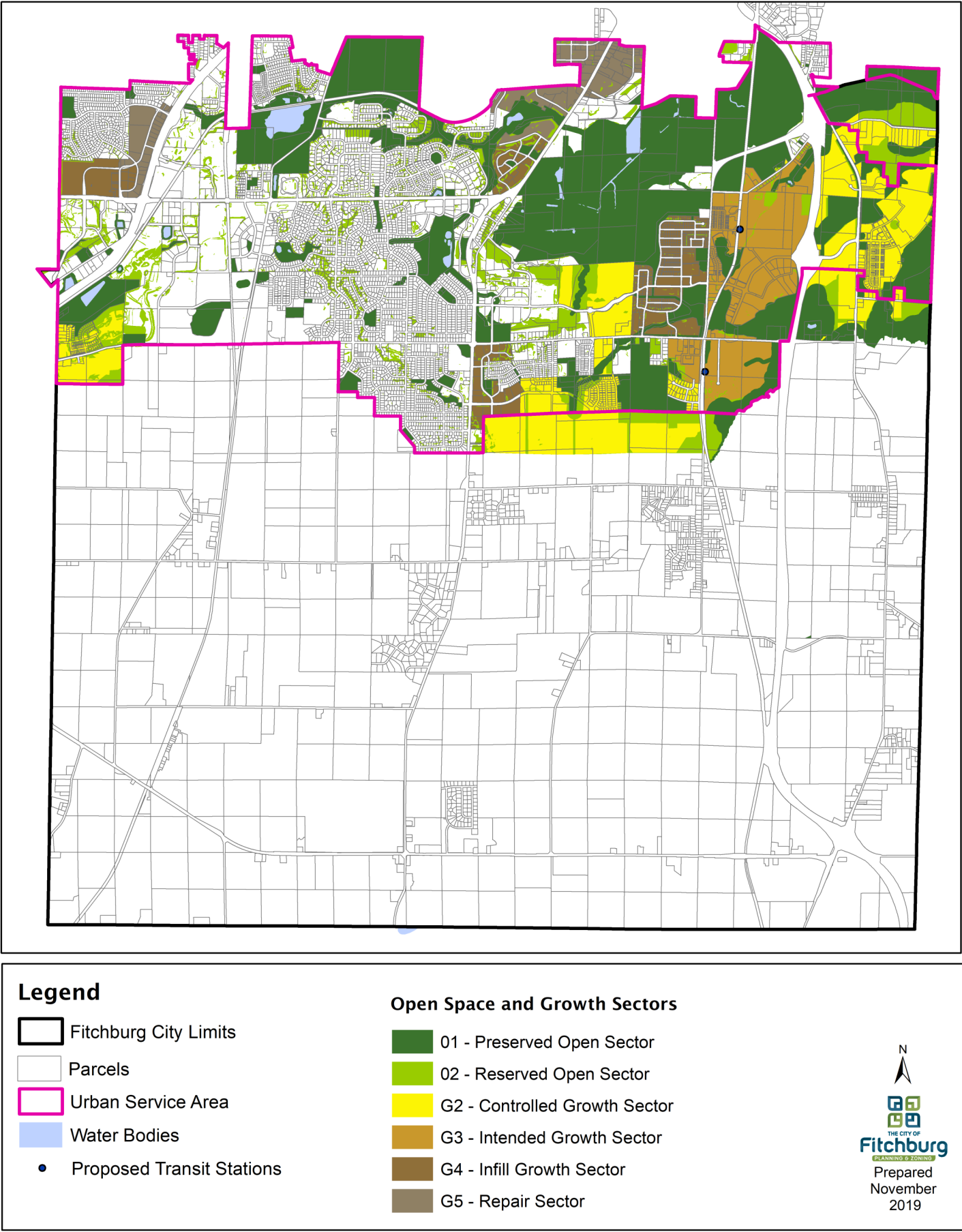
1. Preserved Open Sector (O-1)
2. Reserved Open Sector (O-2)
3. Infill Growth Sectors (G-4)
4. Infill Retrofit Sectors (G-5)
5. All remaining areas may be available for new development pursuant to New Community Regulating Plans submitted and approved in accordance with the SmartCode District, Article 3. These areas may be assigned to the Restricted Growth Sector (G-1), the Controlled Growth Sector (G-2), or the Intended Growth Sector (G-3) based on the criteria for each sector. Within these sectors, the Community Unit types of Clustered Land Development (CLD), Traditional Neighborhood Development (TND) and Transit Oriented Development (TOD), may be permitted to the extent set forth in the SmartCode District.

Sector designations as shown on the Sector Plan Map may see their location size and/or configuration altered as additional development plans are accomplished, such as community regulating plans, neighborhood plans, infill and redevelopment studies, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its Sector Plan Map for any alterations that may occur as a result of more detailed planning. Areas not designated with a sector may see a sector designation added if a special study or neighborhood plan is approved prior to the submission of a community regulating plan.

Specific areas that may see alterations include the O2 designation on the Hammersley property in the western portion of the City and lands within the Northeast Neighborhood. The existing quarry on the Hammersley property has altered the topography, resulting in slopes over 12%. After reclamation of the property, slopes may be below 12% and suitable for development. The Northeast Neighborhood may see some development within the O2 designation of the NEN Green Space dependent on the boundary adjustment regulations within the Neighborhood Plan.



Map 4.4: Sector Plan



## Sector Plan Map Categories

### Preserved Open Space Sector (O-1)

This sector consists of Open Space that is protected from development in perpetuity. The Preserved Open Sector includes areas under environmental protection by law or regulation, as well as land acquired for conservation through purchase or by easement. The outline of this sector is effectively the Natural Boundary Line. The Preserved Open Sector shall consist of individual or aggregate areas of the following categories:

- |                           |                       |
|---------------------------|-----------------------|
| a. Floodplains            | e. Streams            |
| b. Parks                  | f. Lakes              |
| c. Conservation easements | g. Wetlands           |
| d. Environmental corridor | h. Associated buffers |

### Reserved Open Sector (O-2)

This sector consists of Open Space, which specific resource studies have not been completed, however a conceptual study, with available GIS data, of the City's natural, cultural and historical resources has been recommended to be considered for future parks, recreation facilities and protected open space. Adjustments to the boundary will consider the resources present in the area including, but not limited to, wildlife corridors, soil capabilities, steep slopes, and tree cover (including under-story habitat condition). The Reserved Open Sector shall consist of individual or aggregate areas of the following categories:

- a. Steep slopes (12% +), not associated with an environmental corridor
- b. Tree cover
- c. Designated parks and open space from the City's Parks, Open Space, and Recreation Plan
- d. Adopted Northeast Neighborhood parks and open space
- e. Adopted McGaw Neighborhood parks and open space

### Restricted Growth Sector (G-1) (This sector does not appear on the Sector Plan Map, as the City does not current have any lands in this sector.)

This sector consists of areas that have value as Open Space or as Prime Soil or Statewide Significant Soils but nevertheless may be subject to some limited development. These areas have a very limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without seriously impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2). Development in a G-1 Sector shall be consistent with the RRDC.

**Controlled Growth Sector (G-2)**

This sector consists of locations that support Mixed Use by virtue of proximity to an existing or planned thoroughfares. These areas have a limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2). Within the Controlled Growth Sector, CLD and TND shall be permitted by right.

**Intended Growth Sector (G-3)**

This sector consists of locations that can support substantial Mixed Use by virtue of proximity to an existing or planned regional thoroughfare and/or transit. Within the Intended Growth Sector, possible Community Types are TODs and TNDs.

**Infill Growth Sector (G-4)**

This sector consists of areas already developed primarily in a traditional Transect- based block pattern, in need of modification, or completion as Infill TND or Infill TOD. The Infill Growth Sector shall consider the capabilities and impacts of the following systems:

- a. Transit
- b. Thoroughfare network
- c. Water system
- d. Sewer system
- e. Stormwater system
- f. Dry utility systems

**Infill Repair Sector (G-5)**

This sector consists of areas already developed primarily as single-use disconnected conventional patterns, but that have the potential to be repaired, redeveloped, or completed in the pattern of Infill TNDs or Infill TODs as described in the SmartCode Zoning District. The Infill Retrofit Sector shall consist of individual or aggregate areas of the following categories:

- |                               |                              |                             |
|-------------------------------|------------------------------|-----------------------------|
| a. Single-family subdivisions | d. Power centers (big boxes) | e. Single-use campuses      |
| b. Multi-family developments  | e. Commercial strips         | f. Malls                    |
| c. Shopping centers           | f. Business parks            | g. Unwalkable thoroughfares |



## Urban Development

The following section outlines the criteria used to identify future urban development areas (FUDA), as well as outlining the process by which the urban service area (USA) may be expanded, including staging thereof.

### Future Urban Development Areas (FUDA)

Resolutions R-30-07 and R-89-07 created the City's future urban development boundary with goals of maintaining the coexistence of the urban and rural areas, creating attractive highly intensive transit oriented neighborhoods and improving the quality of older areas through maintenance and redevelopment, while maintaining the natural resources and high quality farmland that resembles the City's history. In creating the adopted FUDA boundary, the City considered the below factors and found that the devised long-term growth boundary represents the best balance of the competing issues. The guidelines were:

- Streams will be protected by a 75-foot or wider buffer zone. Wetlands within the current USA will be protected by a 75-foot or wider buffer zone. Wetlands outside the USA will be protected by a 300-foot or wider buffer zone.
- The proposed FUDA boundary will favor development of land along the Fitchburg-Oregon rail corridor.
- The proposed FUDA boundary will favor protection of groundwater recharge areas.
- The proposed FUDA boundary will favor protection of high-quality agricultural lands.
- All parts of the current FUDA will be considered for inclusion in the proposed FUDA.
- The proposed FUDA boundary favors areas that can be sewer by gravity.

### Urban Service Area Expansion

Prior to consideration of any urban service adjustment, a plan shall be accomplished for the neighborhood area in which the urban service adjustment may be anticipated. In determining whether to undertake a neighborhood plan, the City shall consider the following factors: the need for the neighborhood and related urban service adjustment in relation to existing urban service areas, or other neighborhoods approved or anticipated with staged urban service entry; the maintenance of the approved average maximum annual growth rate of 75 acres per year; ability to meet the resource and service needs in different geographic locations; the rate of completion of existing urban areas and neighborhoods; and infill and redevelopment pace or opportunities presented. The urban service adjustment will be the primary mechanism to assure compliance with growth policies established by the City and any neighborhood plan needs to fully appreciate such policies.

If a determination to proceed with a neighborhood plan is provided by the Plan Commission and the Common Council, the plan, along with any other special studies necessary to make appropriate determinations for any area to be urban, shall be accomplished by the City. Neighborhood plans will analyze, at a minimum, the natural resources environment, parks and open space, transportation and connectivity, storm water management and utilities, land use, integration with existing areas including the urban rural interface, and the goals, objectives and policies of the comprehensive plan to determine the potential for, or where, development should or should not occur within the neighborhood boundary. City costs will be recovered through a mechanism to be determined.

Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood charm in each development. A mix of residential development - low density, medium density, and high density - will be encouraged. Mixed use areas will include commercial, business, and residential units in higher density areas, to promote live-work areas and to offer day-to-day needs within a local neighborhood. Industrial uses will be within the designated commercial-industrial parks, which are areas that will not have a great impact on the livelihood of residential neighborhoods. Neighborhoods offering a more completely coordinated land use, open space, and transportation patterns will be more marketable to a greater diversity of residents, however it is also understood that characteristics of some neighborhoods may limit the creation of a full balanced neighborhood.

**Urban Service Area Staging**

A key component of approving neighborhood plans will be the staging of urban service extensions among all neighborhood plans approved for future development. The neighborhood boundaries cover a vast amount of developable acreage so as to provide for a thorough study of service extensions, natural resource impacts and to determine compatibility and consistency of the proposed changes with adjacent areas and existing plans. Staging of urban service area expansion along with development plans within the neighborhood must be categorized for a 20-year period based on a maximum 75 acre per year development rate along with a 5-year flexibility factor. As new neighborhoods move forward with approval, the expansion of the service area, along with staging of development, needs to take into account all neighborhood proposals and the maximum average annual growth rate of 75 acres per year. The City understands that given the policy of urban service extensions that even after completion, some neighborhood plans will take numerous years to be brought into an urban service area; however a neighborhood plan is important to understand the infrastructure, services and land use on a neighborhood scale.

Figure 4.3 portrays each 20-year time period having 1,875 acres of developable land available (20 years plus a 5 year flexibility factor each at a rate of 75 acres per year). The figure assumes development will be occurring at a maximum annual average rate of 75 acres per year (375 acres per 5 years). The staging of urban service area expansion shows that there is enough land within the future urban growth neighborhoods to accommodate growth out to 2060 based on developing at the maximum of 75 acres per year.

**Figure 4.3: Example of Urban Service Area Expansion Staging**

Neighborhood	Acreage**	2010-2029	2015-2034	2020-2039	2025-2044	2030-2049	2035-2054
Northeast	612	500	112				
McGaw	525	388	137				
North Stoner Prairie	307	200	107				
Greenfield	596		19	200	274	103	
South Stoner Prairie	276			175	101		
Easy Hwy 14	353					272	81
Southeast	344						294
2010 available land in USA*	787	787					
<b>Total</b>	<b>3,800</b>	<b>1,875</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>

\* Based on 2005 land use inventory of 1,087 available acres and deducting an average development rate of 75 acres per year for 4 years to 2010. Urban Service Area (USA). \*\* Acreage is exclusive of natural resources, buffers and parcels less than 5 acres. \*\*\* Expansion of the Urban Service Area will need to be consistent with the City of Fitchburg Farmland Preservation Plan to ensure that no development occurs in an area planned for farmland preservation within 15 years of the certification date of the farmland preservation plan. *Source: City of Fitchburg Planning Department*

Every five years the Plan Commission will review the staging of urban service area expansion and make adjustments to accommodate the maximum 375 acres per five year development. Excess acreage from the previous five years will reduce the current proposed 375 acres by that amount, pushing urban service extensions out past 2054.

It should be noted that there are two 75 acres per year policies. The first is the 75 acres per year for the urban service area expansion as noted above. The second is the maximum average of 75 acres per year of development. The two policies are calculated two different ways; however they work together in accomplishing the vision of this Plan for preservation of agricultural land and compact development.

As previously stated, the urban service area will be accommodated at 75 acres per year or 1,875 acres (which is 20 years and a 5-year flexibility factor at 75 acres per year). The 5-year flexibility factor is taken into account for landowners that may not want to develop their land at that given time period. Every five years, the Plan Commission will review the urban service area expansion to control the rate at which land is brought into the urban service area. Addition to the urban service area may exceed the 375 acres per 5 year average, but in no case shall there be more than 1,875 acres (20 years and 5-year flexibility factor) of available land in the urban service area or until the growth boundary is reached. If a situation occurs where the land brought in is greater than the 375 acres, the urban service area adjustment requests shall provide for a specific phasing plan such that no more than 375 acres is available for development in a 5-year period. Given this timing, it is possible that the urban service area boundary will meet the growth boundary by 2035.

## Rural Development

### Rural Residential Development Criteria

The City of Fitchburg's Rural Residential Criteria (RRDC, Appendix B) provides a system that manages rural development that is appropriate to community standards, preservation of agricultural land and limiting sprawl. A landowner may be permitted to create one lot for every 35 acres, utilizing 1979 as the base year as long as the house is sited in accordance with the RRDC and developed in accord with City policies. The land shall be deed restricted to not allow for more than one dwelling unit or non-farm use for every 35 acres.

### Rural Cluster Zoning

Urban sprawl is not the only land use concern on the rural-urban fringe. Certain agricultural land uses with residential land uses can create a variety of spillovers for rural residents on the rural-urban fringe. Depending on the agricultural enterprise, neighboring rural residents can experience various noxious odors, spray drift, noise at night, dust, loose animals, slow-moving farm implement traffic, and other unwanted agricultural spillovers.

On the other hand, locating rural subdivisions and residential property next to operating farms can create a variety of headaches for farmers. These might include trash; liability for trespassing children; complaints and potential nuisance suits for odor, noise, and spray drift; safety hazards from increased traffic and people, and crop or livestock losses due to trespassing neighbors and their pets. The longer-term impacts of siting incompatible land uses next to one another can be more substantial for agriculture on the rural-urban interface than for agriculture in undeveloped areas.

The primary purpose of rural cluster zoning is to provide an alternative to individual residential lots in rural areas. Such clustered development is intended to better harmonize rural development with surrounding agricultural activities recognizing that it is the city's primary goal to preserve and enhance farming and farmland in rural areas of the City. This option is intended to conserve agricultural, forested and open space land, historic and natural features. Such clustered development is intended to permit the compact grouping of homes located to blend with the existing landscape and other natural features and to preserve the visual character of the landscape.

## Extraterritorial Planning Areas

### Town of Verona

The City has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Verona (Map 4.5). The City’s main concern for exercising this right came from a proposed neighborhood plan that was being developed in the Town adjacent to the City. The development proposed at the border in the Town was inconsistent with the City’s land use growth strategy. The City established a future urban development boundary out 50-plus years. A small portion along the border with the Town is proposed to be developed, with the remainder of the City maintaining its rural character. In addition, development in the Town along the border of the City would raise a number of issues from traffic generation, lack of mixed use, and the ability of a landowner to develop either on rural or urban services. The City felt that development of this magnitude would be premature and cause undue service requirements or other pressure on the municipality or other landowners in the area. Extra-territorial review allows the City to better provide services in a manner consistent with its land use goals and objectives.

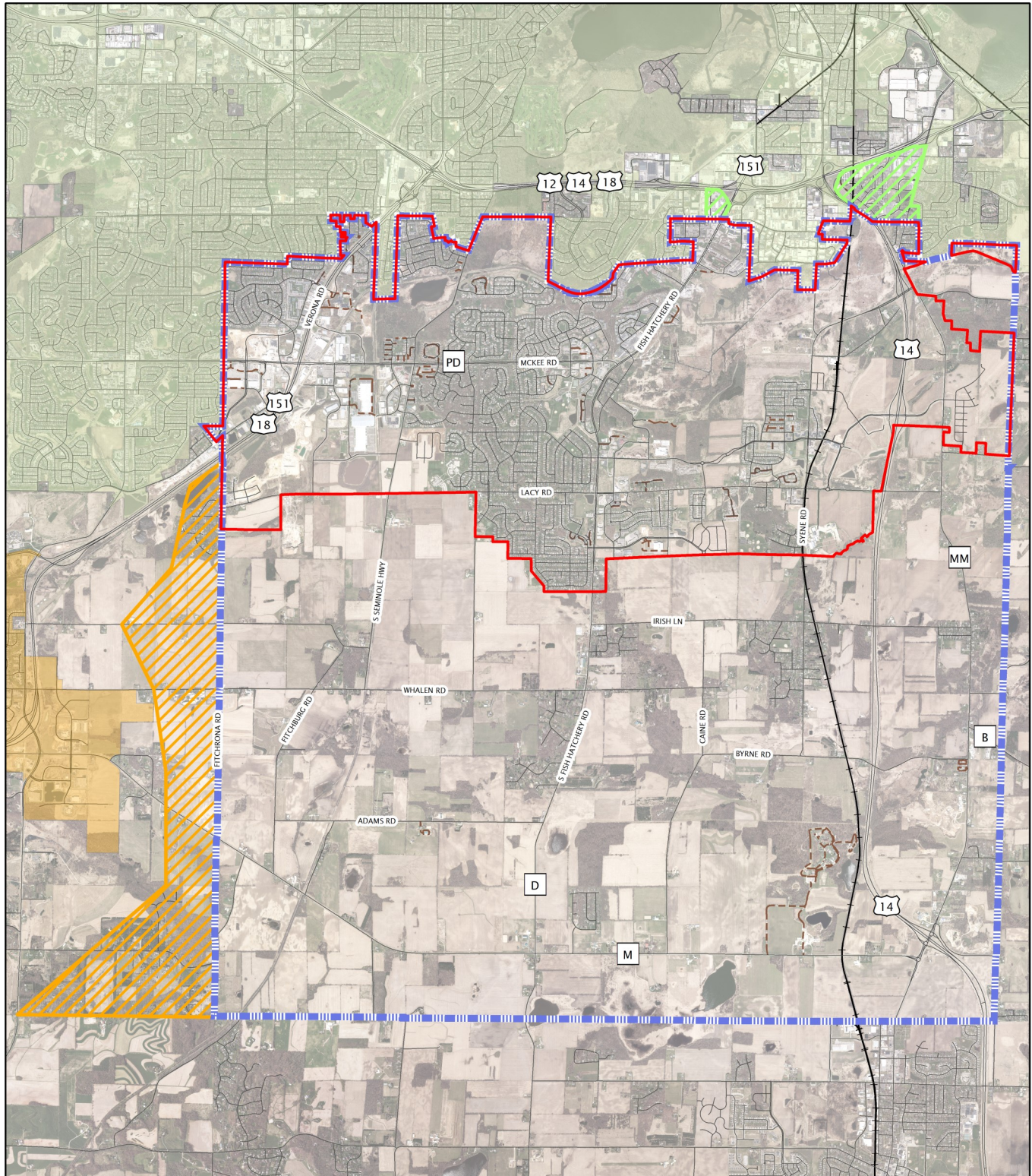
The City reviews the Town Verona Extra-territorial Jurisdiction (ETJ) area with the same policies as the area outside the urban service area of the City. The RRDC (Appendix B) provides a point system which manages rural development that is appropriate to community standards, preservation of agricultural land and limiting sprawl. A landowner may be permitted to create one lot for every 35 acres, utilizing 1979 as the base year as long as the house is sited in accordance with the RRDC and developed in accord with City policies. The land shall be deed restricted to prohibit more than one dwelling unit or non-farm for every 35 acres. If an intergovernmental boundary agreement is established in the future, areas may be designated for development, which would supersede the City’s policy on land divisions in the ETJ area of the Town.

### Town of Madison

The City has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Madison (Map 4.5) as were agreed upon in the intergovernmental agreement. Annexation of the Town by the City of Madison caused considerable legal disputes without significant long-term public benefit. To resolve these disputes, the City, City of Madison and Town have entered into an intergovernmental agreement relating to the dissolution of the Town (Appendix C). The agreement specifies the time of dissolution, 2022 or earlier, the jurisdictional transfers of Town territory to either the City of Madison or the City, and land exchanges between these two cities. These land exchanges will hopefully reduce confusion over the jurisdictional boundaries between the City of Madison and the City and will make it easier to provide city services. The City reviews land division requests within the Town’s ETJ area under the City’s Land Division Ordinance (Chapter 24).



Map 4.5: Extraterritorial Jurisdiction



- Town of Madison Extraterritorial Boundary
- Town of Verona Extraterritorial Boundary
- City of Madison
- City of Verona
- City Boundary
- Urban Service Area
- Roads
- Private Roads
- Rail

0 0.25 0.5 1 Miles

Source: City of Fitchburg, Dane County LIO



## Extraterritorial Conflict Areas

### Town of Verona and City of Verona

The City, Town of Verona and City of Verona have different visions and goals on the development of the eastern portion of the Town. A logical step in solving these differences is to have regular discussions to better understand each community’s interests and identify potential conflict areas. The City is planning to solve any conflicts initially through regular discussions with the Town and City. However, since the City is exercising extraterritorial land division review on the Town, the next logical step would be to create a formal intergovernmental boundary or land use agreement with the Town and City.

### Town of Dunn

The City has designated the eastern portion of the City as the future urban growth area for the next 50-plus years, while the Town of Dunn, in its Comprehensive Plan adopted December 2006 and amended April 21, 2008, has designated its western border as open space and preservation areas, with the land use designations of Agricultural Preservation Area, Environmental and Cultural Resources Protection Area, and Private Conservation Agreements. The City will need to take the Town’s preservation goals into consideration and work with the officials from the Town during the neighborhood planning process to incorporate a blend of development or preservation buffer along the border. In addition, the City is cognizant of the effects future development could have on the natural resources and will need to communicate with the Town officials on the policies the City establishes to mitigate the detrimental effects.

### Town of Oregon

The City has designated the southern border with the Town of Oregon as agriculture and open space. The Town’s Comprehensive Plan, April 9, 2007, identifies agricultural preservation along the border, with majority of the area also termed as Transitional Agriculture. The Town is discouraging unplanned development by guiding new development in the Town to planned development areas. The City may want to keep open communication with the Town regarding the preservation of farmland and planned development areas along the border.

### Village of Oregon

The City borders the Village of Oregon in the southeastern corner of the City. The City is proposing to keep the southeastern corner of the City as agriculture and open space, while the Village, as proposed in the adopted Village’s Comprehensive Plan, July 27, 2008, is planning new neighborhoods in the western portion of the Village that abuts the City.



County Highway D and MM are two major roads that would funnel the traffic from the development into the City. The City desires to work with the Village on ways to control potential commuter traffic through the City.

An eastern rail connection is desired which would link regional northern and southern transportation hubs for freight and passenger travel.

#### **Town of Madison and City of Madison**

As stated, the City has an intergovernmental agreement established with the Town and City of Madison regarding the dissolution of the Town by 2022 and is exercising extraterritorial land division and zoning for the ETJ areas in the Town. The adoption of the Southdale Neighborhood Plan will provide a vision for the area, which will assist in reducing potential conflict.

Goals, Objectives, & Policies

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Goal 1: Preserve and enhance the natural and agricultural resources and features of the City.

**Objective 1.1:** Follow a pattern for development consistent with the long term urban growth map and its related phasing plan.

**Policy 1.1.1:** Focus development along the Fitchburg—Oregon (east) rail corridor.

**Policy 1.1.2:** Focus development in areas that can be serviced by gravity flow sanitary sewer.

**Policy 1.1.3:** Focus development away from high quality agricultural lands, by following the urban growth boundary map.

**Policy 1.1.4:** Preserve and enhance the rural character of land areas outside of the current urban service area, or the planned growth areas.

**Policy 1.1.5:** Retain the rural character within the planned growth areas until such time as a neighborhood plan is adopted and the land is added to an urban service area, at which time growth shall be consistent with the neighborhood plan.

**Objective 1.2:** Protect environmental resources from development by promoting sustainable development and revitalization.

**Policy 1.2.1:** Provide for a minimum 75 feet environmental corridor or buffer zone to protect manageable stream areas. Distance measurements will be consistent with Capital Area Regional Planning Commission policy. Neighborhood plans may provide for an environmental corridor width greater than 75 feet.

**Policy 1.2.2:** To protect wetlands, and the biological components of wetlands and related water bodies, provide for a 75 foot environmental corridor or buffer zone within the current (2007) urban service area and a 300 foot environmental corridor or buffer zone outside of the current (2007) urban service area. The environmental corridor or buffer zone is measured out from the wetland edge. For wetlands outside the current (2007) urban service area the environmental corridor or buffer width may be altered by the Plan Commission and Resource Conservation Commission in accord with the guidelines set forth in section 4, Land Use, of this Plan. Upon urban service area amendment a 300-foot buffer may be reduced in accordance with CARPC guidelines and upon detailed planning as appropriate.

**Policy 1.2.3:** Favor protection of groundwater recharge areas.

## Goals, Objectives, & Policies

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**Policy 1.2.4:** Examine hydric soils and hydric inclusions for situations in order to regenerate wetlands previously destroyed by human activity.

**Policy 1.2.5:** Examine the impact of development on existing wetlands and promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

**Policy 1.2.6:** Where appropriate, obtain private or public funding to upgrade and improve wetland quality.

**Policy 1.2.7:** Protect life and property by not allowing development near or in identified floodplains.

**Policy 1.2.8:** Implement a Plan for Open Spaces and Recreation consistent with this plan which will assist policy makers with future open space decisions.

### **Goal 2: Develop a compact urban community that is visually and functionally distinct from its rural and agricultural community.**

**Objective 2.1:** Promote infill, reinvestment and redevelopment of land and uses, particularly on heavily-trafficked corridors.

**Policy 2.1.1:** Infill, reinvestment, or redevelopment areas should be in accord with a plan adopted by the City. One such plan currently in place is the “North Fish Hatchery Road Opportunity Analysis and Concept Planning”. Prior to offering any incentives for redevelopment, the City should have approved a plan, properly vetted through a public process, to guide policy makers in the decision making process.

**Policy 2.1.2:** Plans for infill, redevelopment or reinvestment shall, where appropriate transit service exists or is to be provided, be based on the principles of mixed-use transit oriented development.

**Objective 2.2:** Restore underutilized, blighted, or underdeveloped properties within current commercial and residential neighborhoods. While maintaining or replacing affordable housing for existing residents.

**Policy 2.2.1:** The City should engage in redevelopment studies within areas showing blight, economic despair, and commercial areas with low floor area ratios.

Goals, Objectives, & Policies

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**Policy 2.2.2:** A plan for redevelopment is to be required prior to the use of any public funds in order to properly guide City resources.

**Policy 2.2.3:** Community Economic Development Authority and the Plan Commission will study revitalizing despairing neighborhoods and study funding options to assist in the refurbishment of the neighborhoods.

**Objective 2.3:** Preserve open space, natural areas, and rural and agricultural land by promoting compact development that contains a logical and sustainable mix of uses and building types.

**Policy 2.3.1:** Neighborhood Planning will generally provide for a land use arrangement that accommodates a range and mixture of housing and business options.

**Policy 2.3.2:** Neighborhood planning is to be sensitive to the context provided by existing environmental resources, and land uses.

**Policy 2.3.3:** Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be promoted. Business uses should move toward such mixed use areas or be in high-density balanced developments rather than land extensive business parks.

**Policy 2.3.4:** Retain the rural landscape of Fitchburg by limiting development outside of the urban service area to that which is consistent with the Rural Residential Development criteria or uses which may be allowed in agricultural zoning districts that are integral to and which maintain the rural landscape and are supported by the City’s agricultural plan.

**Policy 2.3.5:** Non-residential development outside the urban service area is to be limited to those in areas already appropriately zoned for the intended use. Structures existing as of August 2015 may have a permitted or conditional land use under zoning, provided the intended use is consistent with other aspects of the plan. Establishment or expansion of any non-residential uses, in areas appropriately zoned, provide the appropriate context for the use. If allowed, the use will need to provide proper storm water management and other impact mitigation measures.

## Goals, Objectives, & Policies

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**Objective 2.4:** The City is to complete and adopt neighborhood plans based on established criteria, consistent with the phasing plan, as a basis for City judgments or activities for the relevant neighborhood area.

**Policy 2.4.1:** The neighborhood plans will analyze the natural resources, environmental situation, transportation connections, storm water management, and utilities to determine the potential as to where development should and should not occur within the boundary.

**Policy 2.4.2:** The neighborhood plan will evaluate and examine the effects of proposed development to the natural and environmental systems, as well as the social and cultural systems. From this, a land use pattern is to be created consistent with this comprehensive plan.

**Policy 2.4.3:** Development, on average, should not exceed 75 acres per year. Development as defined here is to include residential, business-commercial, industrial, institutional uses, streets, stormwater systems, and park land dedications.

**Policy 2.4.4:** The neighborhood plan shall cover an area large enough to be considered a logical unit for service provision and to determine compatibility and consistency of the proposed change with adjacent areas and existing plans. This area may be substantially larger than the area that is requested for inclusion in the Central Urban Service Area.

**Policy 2.4.5:** Neighborhood plans with urban service area expansion requests must include 5-year staging boundaries.

**Objective 2.5:** Extend utilities and infrastructure in a way that balances market demand with an average annual growth rate not to exceed 75 acres per year, and using existing and proposed infrastructure in an efficient manner.

**Policy 2.5.1:** Manage the outward growth of utilities, infrastructure, and land development by following the phasing of the Urban Development Boundary Map.

**Policy 2.5.2:** The City will seek expansion of the urban service area when there is demand for serviced land for housing and businesses, it is feasible to extend sewer and water lines to a new area and the action will be consistent with the phasing recommendations of this plan, and an expected average annual growth rate not to exceed 75 acres per year.

**Policy 2.5.3:** Plan land use along road corridors in a manner supportive of the functional classification of the road.

Goals, Objectives, & Policies

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**Objective 2.6:** Promote development in areas that encourages options to alternative transit modes.

**Policy 2.6.1:** The City will seek to develop transit-oriented development along the eastern rail corridor, and existing bus routes, by planning high density mixed-uses around current or future transit stops.

**Policy 2.6.2:** Transit-oriented development will be focused within the SmartCode or other appropriate zoning districts and traditional neighborhood designs.

**Policy 2.6.3:** Provide for adequate connectivity of all mode choices among residential areas, employment centers and commercial areas.

**Objective 2.7:** Control the rate of new development outside the current urban service area.

**Policy 2.7.1:** A decision to precede with any new neighborhood plan needs to consider complications that may be presented to the overall growth policies (on average a max of 75 acres per year) in place.

**Policy 2.7.2:** Provide for a 20-year urban service boundary with a 5-year flexibility factor at a 75 acre per year development rate. This boundary will be reviewed every 5 years for adjustments.

**Policy 2.7.3:** Limit new development to within the urban growth boundary and at an average 75 acre per year rate through an urban service adjustment process. As an example, growth should be no more than 375 acres in the 5 year review period.

**Policy 2.7.4:** Neighborhood Plans need to recognize anticipated phasing of other approved neighborhoods. To bypass conflict of phasing in Neighborhoods and to manage development on an average 75 acre per year rate, the Planning Commission and Common Council need to evaluate phasing proposal applications based on the following criteria:

- 1. Contiguity with existing urban development
- 2. Relative location to sanitary and water lines/hookups
- 3. Anticipated costs for major public infrastructure
- 4. Demand for specific land use
- 5. Ability to service (police, fire, EMS, etc.)

## Goals, Objectives, & Policies

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**Objective 2.8:** Development or redevelopment of property will be consistent with the future land use map, a neighborhood plan if covered by a neighborhood plan in Appendix A, or the sector plan map if using SmartCode zoning.

**Policy 2.8.1:** Future development or redevelopment of lands utilizing zoning associated with the City of Fitchburg Zoning Code, except the SmartCode District, will follow the future land use map, or if covered by a neighborhood plan identified in Appendix A then the land use section and map of the respective neighborhood plan.

**Policy 2.8.2:** It is not the intent of this plan to require an amendment to the Comprehensive Plan and its land use map, or Appendix A neighborhood plan land use sections or map, for alterations that may occur as a result of more detailed planning as provided in Chapter 4, or as provided within the neighborhood plan.

**Policy 2.8.3:** Development or redevelopment using SmartCode District zoning will use the Sector Plan map. The sector plan map may be modified without requiring a change to this Comprehensive Plan, as provided in Chapter 4.